ABSTRACT OF THE DISCLOSURE

A liquid crystal display is provided, which includes: a liquid crystal panel including a gate line, a data line, and a pixel including a switching element connected to the gate line and the data line; a gate driver applying a gate signal for controlling the switching element to the gate line; and a data driver selecting gray voltages corresponding to gray signals and applying the selected gray voltages to the data line. The gate signal includes a gate-on voltage for turning on the switching element and a gate-off voltage for turning off the switching element. The gray voltages include pairs of positive and negative voltages (V^+, V^-) and $\dfrac{V^+ \pm V^-}{2} = Vconst$ for each gray, where Vconst indicates a predetermined level. The gate-on voltage continuously decreases from a first level to a second level for a predetermined time, and the first level (Von1) and the second level (Von2) satisfy a relation given by,

$$\frac{Von1 + Vconst}{2} - \frac{Von1 + Vconst}{2} \times 10\% \leq Von2 \leq \frac{Von1 + Vconst}{2} + \frac{Von1 + Vconst}{2} \times 10\%.$$